

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1-17. (Canceled)

18. (Currently Amended) A method for a facility communication system **in a commercial establishment** to provide a targeted electronic communication to a user **entering the establishment and** having a personal wireless device, comprising the steps of:

storing user specific information in a storage location;

providing the personal wireless device with a transceiver device;

recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system;

sending a request for user specific information from the facility communication system to the personal wireless device;

retrieving the user specific information;

sending the user specific information from the personal wireless device to the facility communication system;

comparing the user specific information to predetermined criteria; **and**

sending a targeted electronic communication to said personal wireless device corresponding to the user specific information[.] ; **and**

**displaying the targeted electronic communication at the personal wireless device so that the communication may be used by the user while present in the commercial establishment.**

19 (Original) The method of claim 18 further including the step of notifying said user that a targeted electronic communication has been received by said personal wireless device.

20. (Original) The method of claim 18 wherein said step of storing user specific information in a storage location comprises storing the user specific information within said personal wireless device.

21. (Original) The method of claim 18 wherein said step of storing user specific information in a storage location comprises storing the user specific information at a remote storage location which is accessible by the personal wireless device.

22. (Original) The method of claim 21 wherein the step of retrieving the user specific information comprises retrieving the user specific information from said remote storage location.

23. (Original) This method of claim 18 wherein said personal wireless device is a cellular phone.

24. (Original) The method of claim 18 wherein said personal wireless device is a pager.

25. (Original) The method of claim 18 wherein said personal wireless device is a personal digital assistant.

26. (Original) The method of claim 18 wherein the step of recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system comprises recognizing the presence of the personal wireless device when the user enters a facility where the facility communication system is located.

27. (Currently Amended) The method of claim 18 wherein said facility communication system is located in [a] the commercial establishment and said targeted communication signal is an e-coupon corresponding to the user specific information for use at ~~said~~ the commercial establishment.

28. (Currently Amended) The method of claim 18 wherein said facility communication system is located in [a] the commercial establishment and said targeted communication ~~signal and said targeted communication signal~~ is an advertisement providing data corresponding to ~~said response data message related~~ the user specific information and relating to a product found at said commercial establishment.

29-37. (Canceled)

38. (New) The method of claim 18, wherein the predetermined criteria is information relating to specific items present at the commercial establishment so that the targeted communication pertains to both the user and to items present at the establishment.

39. (New) The method of claim 38, wherein the commercial establishment is a merchant location, and wherein the predetermined criteria is information relating to items for sale that are in inventory at the merchant location, so that user specific information may be compared to those items in inventory.

40. (New) The method of claim 39, wherein the user specific information is product preferences of the user, and wherein the method further comprises matching user specific information to items in inventory prior to sending the targeted communication to the personal wireless device.

41. (New) The method of claim 18, wherein the targeted communication is advertising and wherein predetermined criteria is information relating to specific items present at the commercial establishment, so that the advertising pertains to both the user and to items present at the establishment.

42. (New) The method of claim 41, wherein the advertising is an e-coupon.

43. (New) A system for providing targeted advertising from a commercial establishment to a user entering the commercial establishment, comprising:

a personal wireless device carried by the user and including a transceiver device;  
and

a facility communication system resident at the commercial establishment having a sensing device for recognizing the presence of the personal wireless device transceiver when the user enters the establishment and the personal wireless device is within a predetermined distance from the facility communication system;

wherein the facility communication system sends a request for user specific information to the personal wireless device when the sensing device senses the presence of the personal wireless device;

wherein the personal wireless device sends back to the facility communication system a response data message having the user specific information;

wherein the facility communication system compares the user specific information to predetermined criteria relating to specific items at the commercial establishment;

wherein the facility communication system sends a targeted electronic communication having advertising to the personal wireless device, the targeted communication pertaining to both the user and items at the commercial establishment; and

wherein the personal wireless device displays the targeted electronic communication so that the advertising may be used by the user while present in the commercial establishment.

44. (New) The system of claim 43, wherein the targeted communication further comprises an e-coupon.